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**METHOD AND APPARATUS FOR LAUNCHING A WEB SITE IN
RESPONSE TO SCANNING OF A PRODUCT CODE**

ABSTRACT OF THE DISCLOSURE

5 A method for interconnecting a user's location to a destination location on a
network. The unique information is received at the user's location, which unique
information has no associated routing information embedded therein. Network
routing information is associated with the received unique information in response to
receipt thereof. The user's location is then interconnect to the destination location
10 across the network in accordance with the routing associated therewith in the step of
associating.